

AGENDA
TRANSPORTATION COMMISSION
Wednesday, February 23, 2011

Location: City Hall, 2263 Santa Clara Avenue, Third Floor, Council Chambers
Time: 7:30 p.m.

1. Roll Call	7:30 PM
2. Approval of minutes for January 26, 2011	Discussion / Action (7:35 PM)
3. Oral Communications – Non-Agenized Items	Discussion (7:38 PM)
4. New Business	
4A. Alameda Employee Survey Results <i>Outcome: Commission to provide comments.</i>	Discussion (7:45 PM)
4B. “Going Forward” Community Planning Strategy for Alameda Point <i>Outcome: Commission to complete the transportation and access section of the workbook.</i>	Discussion (8:15 PM)
5. Staff Communications	Information (9:00 PM)
<ul style="list-style-type: none">• Request to Start Transportation Commission Meetings at 7:00 PM• 511 SchoolPool RideMatch (https://www.schoolpool.511.org/)• Future Meeting Agenda Items	
6. Announcements	Information (9:05 PM)
7. Adjournment	9:10 PM

Bicycle racks are available outside the City Hall entrances on Oak Street and Santa Clara Avenue.

Accessible seating for persons with disabilities (including those using wheelchairs) is available. Sign language interpreters will be available on request. Equipment for the hearing impaired is available for public use. For assistance or to request an interpreter, please contact the Public Works Department at (510) 749-5840 or the City Clerks Office (510) 522-7538 (TDD number) at least 72 hours prior to the meeting. Readers are available upon request for the visually impaired. Minutes of the meeting may be made available in enlarged print. Please contact the Public Works Department at (510) 749-5840 at least 48 hours prior to the meeting to request agenda materials in an alternative format, or any other reasonable accommodation that may be necessary to participate in and enjoy the benefits of the meeting.

Your Measure B Sales Tax Dollars support this program.

G:\pubworks\LT\TRANSPORTATION\COMMITTEES\TC\2011\Feb2011\Agenda022311.doc

Transportation Commission Minutes

January 26, 2011

Public Works Department Staff – Gail Payne - called the Transportation Commission to order at 7:33 p.m.

1. Roll Call

Roll was called and the following was recorded:

Members Present:

Philip Tribuzio
Thomas G. Bertken
Jesus Vargas
Kathy Moehring
Kirsten Zazo

Staff Present:

Obaid Khan, Supervising Civil Engineer
Gail Payne, Transportation Coordinator

2. Minutes

None

3. Oral Communications – Non-Agenda

Transportation Commission Member Introductions

- Kirsten Zazo: She is the coordinator of student services for the Alameda Unified School District.
- Tom Bertken: He is a resident of Alameda. He has been involved in transportation projects in the Bay Area for many years. He is retired.
- Jesus Vargas: He is a resident of Alameda and a parent of three. He has been involved in transportation for several years working for the state and has his own consulting firm.
- Kathy Moehring: She is the executive director of the West Alameda Business Association so is the representative from the business community.
- Philip Tribuzio: He is a resident of Alameda, and is retired.

4. New Business

4A. Presentation of December 2010 Quarterly Report on Activities Related to Transportation Policies and Plans

Staff Payne summarized the staff report, and provided details on each plan mentioned in the report.

Open public hearing.

Commissioner Vargas asked about the timing of the bicycle design guidelines.

Staff Khan responded that the bicycle design guidelines is currently an administrative draft, and will be in the public arena in April.

Commissioner Bertken asked whether Alameda Point is moving forward and if there is another developer.

Staff Khan responded that the City is taking the lead on the development process for Alameda Point.

Commissioner Bertken asked when the TSM/TDM Plan will come to the Transportation Commission.

Staff Khan responded that the City could provide the results of efforts to date at a future Transportation Commission meeting in February or March.

Commissioner Vargas asked about consideration for the schools and getting kids to walk to school. He wanted to know if it had been incorporated into the Pedestrian Plan.

Staff Payne responded that Safe Routes to School is a line item in the Pedestrian Plan, which will assist the City in obtaining Safe Routes to School funding.

Staff Khan responded that the Public Works Department works with the schools and the District to create school route plans and maps. Parents have been asked to comment on the existing school route maps. The Public Works Department continues to update them each year. *Staff Khan* also stated that the City is working with the school district on future school location changes and the subsequent transportation impacts.

Commissioner Bertken asked where he could find these planning documents to review them on the City's web site.

Staff Khan responded that the Public Works Department staff will send a web site link with that information or will provide hard copies of the plans, if requested.

Staff Payne responded that the planning documents are located on the City of Alameda's

web site under the Public Works Department web page with the title “Transportation.”

Close public hearing.

No action was taken.

4B. Election of Transportation Commission Chair and Vice Chair

Staff Khan explained the work involved for a Chair and a Vice Chair.

Open public hearing.

Commissioner Moehring stated that she is not comfortable with nominating and electing a Chair and Vice Chair at this time because there are so many new Transportation Commission members. She recommended having an Interim Chair and an Interim Vice Chair until the July meeting.

Staff Khan replied that it is the call of the Transportation Commission members.

Close public hearing.

Commissioner Moehring moved to recommend electing an Interim Chair and an Interim Vice Chair until the July meeting. *Commissioner Bertken* seconded the motion. The motion passed 5-0.

Commissioner Vargas moved to elect Kathy Moehring as the Interim Chair. *Commissioner Bertken* seconded the motion. The motion passed 5-0.

Commissioner Tribuzio moved to elect Tom Bertken as the Interim Vice Chair. *Commissioner Vargas* seconded the motion. The motion passed 5-0.

5. Staff Communications

Additional City CarShare Pod – Public Parking Lot on Santa Clara Avenue

Staff Payne stated that a new City CarShare pod has been installed at Public Lot W, which is at Santa Clara Avenue by Webster Street and adjacent to the farmers’ market on Tuesdays and Saturdays. The parking meter still needs to be removed at this spot.

Commissioner Moehring stated that she appreciates this work.

Additional Bus Shelters on Webster Street

Staff Payne stated that three new bus shelters have been installed on Webster Street – one at Atlantic and the other two at Buena Vista, in both directions.

Commissioner Moehring stated that she and the Elders Inn owner were thrilled to see the bus shelters and that they are working as they should. For example, bus passengers no longer sit at the gas pumps in front of the 76 station at Buena Vista Avenue.

AC Transit Service Changes – March 2011

Staff Payne stated that AC Transit service changes will occur on the last Sunday in March. The changes are as follows:

- Line 851 Extension to Fruitvale BART
- Line 31 Extension to Main Street Ferry Terminal
- Lines 20 and 31 Coordination
- Line 21 Coordination at Harbor Bay Ferry Terminal

Countywide Transportation Plan and Transportation Expenditure Plan (CWTP/TEP) Update (http://www.alamedactc.com/app_pages/view/795)

Staff Khan stated that the Alameda County Transportation Commission (Alameda CTC) is embarking on the CWTP/TEP effort, and explained the process.

Commissioner Vargas wanted to know if the Alameda CTC has developed any performance matrices that the Transportation Commission could review.

Staff Khan stated that he will bring the CWTP/TEP item to a future Transportation Commission meeting either in February or March with some information on evaluation criteria.

Commissioner Moehring wanted to know who from the City of Alameda is involved in the community advisory committee.

Staff Khan replied that he will provide that information when he goes over the CWTP/TEP item in a future Transportation Commission meeting.

Commissioner Vargas wanted to know how to become involved in the TEP or Measure B3 ballot initiative campaign.

Staff Payne stated that the campaign will begin in a later stage of the process. The Alameda CTC is at the beginning stages with developing this long-range plan, and is requesting input on transportation needs.

Countywide Bicycle and Pedestrian Plans Update (http://www.actia2022.com/app_pages/view/1651)

Staff Payne explained that the Countywide Bicycle and Pedestrian Plans Update will be folded into the overarching Countywide Transportation Plan, and then incorporated into the Metropolitan Transportation Commission's Regional Transportation Plan.

Alameda County Transportation Commission Paratransit Advisory Planning Committee (PAPCO) Vacancy

Staff Payne stated that a PAPCO vacancy exists.

AC Transit Accessibility Advisory Committee Vacancy

Staff Payne stated that an AC Transit Accessibility Advisory Committee vacancy exists.

Future Meeting Agenda Items

Staff Payne stated that future meeting agenda items for the February meeting look to be as follows:

The CWTP/TEP if the outreach toolbox is available from the Alameda CTC
Alameda Point Community Planning Workbooks – results of community forums – presented by Andrew Thomas of the Community Development Department

Jon Spangler – as a charter Transportation Commission member - stated that he was thrilled to see five Transportation Commission members after close to one year of not being able to reach a quorum.

Elaine Kwan of UC Berkeley introduced herself as a student in a transportation planning course who lives in the City of Alameda. She asked for a bus route between Bay Farm Island and UC Berkeley.

Commissioner Moehring explained the recent state of transit on the island and the inefficiencies involved in running the longer lines.

Staff Khan suggested finding the most efficient transit lines using www.511.org.

6. Adjournment

8:16 PM

TRANSPORTATION COMMISSION

February 23, 2011

Item 4A

Discussion

Alameda Employee Survey Results

BACKGROUND

The City of Alameda hired Dowling Associates to develop a Citywide Transportation System Management/Transportation Demand Management (TSM/TDM) Plan. The Plan will provide a policy framework, funding mechanism, and institutional structure to ensure that future development and redevelopment projects contribute their fair share toward mitigating their impacts on the City's transportation infrastructure. The City was awarded a Community Based Transportation Planning (CBTP) grant from Caltrans for this project.

Currently, the City determines TSM/TDM programs on a project-by-project basis. The purpose of this Plan is to develop a standardized methodology for determining vehicle trip reduction targets for individual projects based on financial contributions and individual TDM strategies. The Plan also will include methodologies for monitoring and enforcing compliance with the vehicle trip reduction targets. The Alameda Employee Survey is considered one of the key components of this Plan in gauging the current commute trends and needs. Public Works Department staff is presenting the findings from the Alameda Employee Survey to solicit input from the Commission.

DISCUSSION

The Alameda Employee Survey is listed as a key outreach task in the TSM/TDM Plan work scope. The survey was conducted in October and November 2010. The objective for this survey is to collect data on individuals who work in Alameda regarding current work travel patterns, awareness of existing commute alternatives, and views on different types of TSM/TDM measures and transportation alternatives other than driving alone. The survey will serve as a valuable source of data for segmenting the Alameda employee base (commute market) to gain an assessment of which types of commute incentives are most likely to be cost effective. Attachment A describes a summary of the Alameda Employee Survey results.

The following is a summary of the main findings from the survey:

Work schedule. The greatest percentage of respondents arrives at work between 8 and 9 AM and leave work between 5 and 6 PM. But this accounts for less than one quarter of the respondents. About three-quarters of respondents arrive at work between 7 and 10 AM and leave work between 4 and 7 PM. Hence, TSM/TDM alternatives that would address a majority of the commute market would have to be tailored to a minimum three-hour peak period in both AM and PM.

Commute mode. Most respondents drive alone to work every day except for those who live in San Francisco. Except for respondents who live in San Francisco, fewer than 5% of respondents

indicated that they use alternatives to driving alone at least once a week. As the frequency of driving alone decreases the use of to driving alone increases.

Intermediate stops on the way to or from work. More than half of the respondents who drive alone usually stop on the way to or from work. The most frequent purpose cited was personal business. Nearly one-fifth of the respondents said they usually stop on the way to or from work to give a ride to a family member.

Parking. Over 95% of respondents who said they drive park for free. Most parking is in a lot at the workplace.

Awareness of commute alternatives. Most respondents said they knew the locations of bus stops and BART stations near home and work. But over four-fifths of those responding were not aware of the Guaranteed Ride Home Program, the City Car Share Program, or the 511 RideMatch Program.

Household and person characteristics. Almost all respondents live in households with at least one car; 93% said they have a vehicle available for their own use. Three-quarters have a bicycle in their household. Over three-fifths of the respondents live in multi-worker households. Nearly one-third of the respondents live in households with children under driving age.

Willingness to consider using other commute modes. The majority of respondents who drive alone at least once a week indicated they were willing to consider using one or more other modes of travel for commuting. Carpooling and transit were most frequently indicated; telecommuting was also indicated frequently. More than half of those who drive alone and live in Alameda were willing to consider bicycling to work.

BUDGET CONSIDERATIONS/FISCAL IMPACT

None.

RECOMMENDATION

This item is for discussion only. Staff requests that the Transportation Commission provide comments.

**Attachment A:
Alameda Employee Survey – Summary of
Results**

Dowling Associates, Inc.

180 Grand Ave., Suite 250, Oakland, CA 94612 • (510) 839-1742 • FAX: (510) 839-0871
428 J Street, Suite 500, Sacramento, CA 95814 • (916) 266-2190 • FAX: (916) 266-2195

MEMORANDUM

Date: February 8, 2011
To: Obaid Khan, Gail Payne
From: David Reinke
cc: Alice Chen
Project: City of Alameda TSM/TDM Plan P10029
Subject: Alameda Employee Survey – Summary of Results

1 Introduction

This memo presents a summary of results from the Alameda Employee Survey. Section 2 discusses the survey method, responses, and processing. Section 3 presents the main results from the survey.

The survey was intended to do the following:

- Determine characteristics of the current commute market for persons who work in the City of Alameda
- Gather information on employees' awareness of commute alternatives
- Assess attitudes toward commute alternatives, particularly conditions that might lead employees to consider alternatives to other modes

2 Survey method, responses, and processing

The survey was a web-based survey that was conducted from October 21 –December 1, 2010. A web-based survey provider –SurveyMonkey – was used to design the questionnaire and collect the results.¹

The survey questionnaire was designed to provide for automatic skipping over questions that were not relevant, based on previous answers. For example, if a person indicated that he always drove alone to work, he was not asked if he used transit. This greatly reduced the number of questions asked of any one individual participating in the survey. An important consideration throughout the survey design was minimizing the time needed to complete the survey in order to encourage a high response rate. The median time for completing the

¹ <http://www.surveymonkey.com/>

survey was less than seven minutes; more than three-quarters of the respondents completed the survey in less than ten minutes.

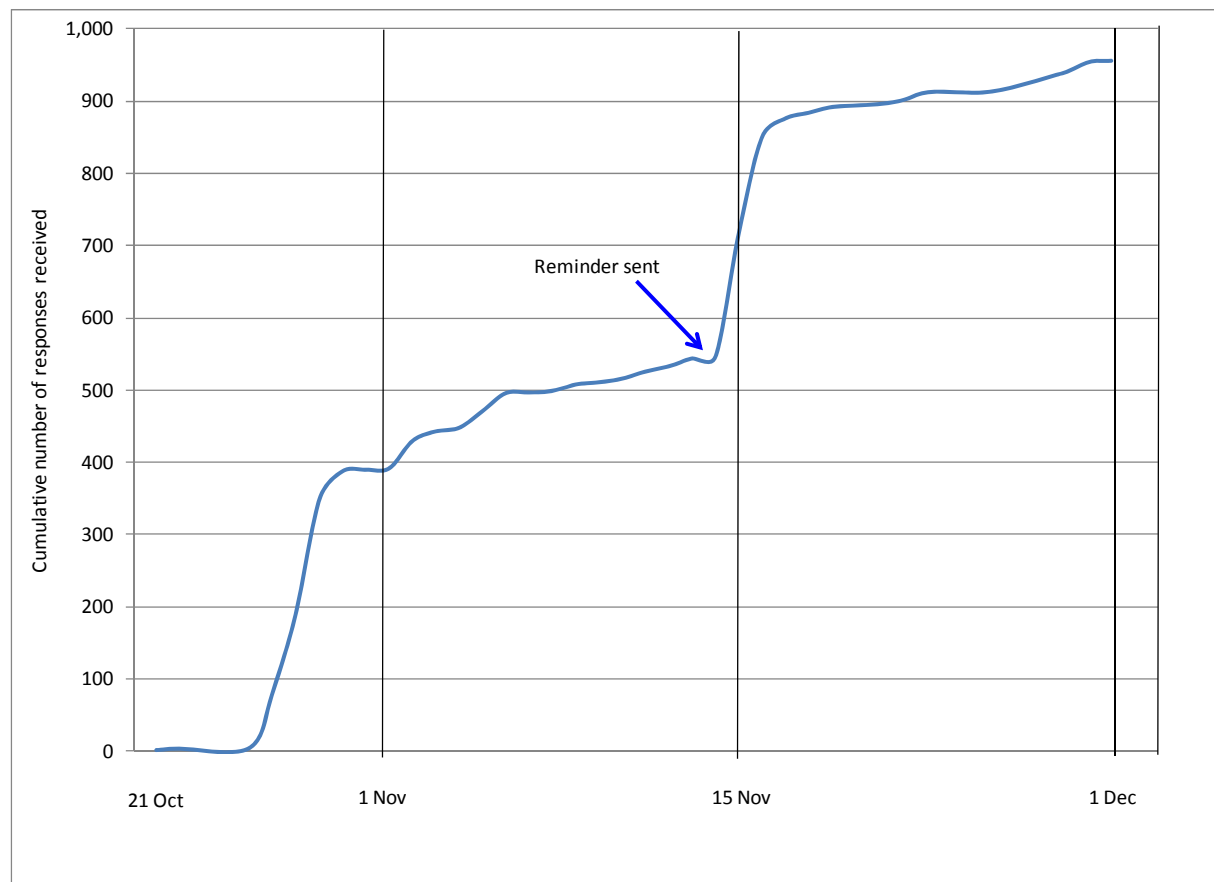
The survey questionnaire went through several rounds of review and pilot testing by City staff for clarity and ease of completion.

The City of Alameda sent out a flyer and an e-mail to Alameda business informing them of the survey: its purpose and the information being sought from employees. City staff also telephoned and met with business groups to further publicize the survey. Employers were requested to e-mail their employees to ask them to participate in the survey; the e-mail contained a link to the survey web site.

The survey was fielded on 21 October 2010. There were about 400 responses within the first week. After several weeks, the City sent out a reminder to employers that asked them to remind their employees to respond to the survey. This resulted in a further increase in responses. Figure 1 shows the cumulative number of responses over time. A total of 955 responses (954 of which were usable) was received.¹

¹ One respondent indicated that he was retired. This response was deleted from the survey.

Figure 1. Cumulative number of survey responses received by date



The survey questionnaire was designed to provide for automatic skipping over questions that were not relevant, based on previous answers. For example, if a person indicated that he always drove alone to work, he was not asked if he used transit. This greatly reduced the number of questions asked of any one individual participating in the survey. The median time for completing the survey was less than seven minutes; more than three-quarters of the respondents completed the survey in less than ten minutes.

Survey data were edited and formatted for input to SPSS¹. The major edits were the following:

- Home ZIP codes were not provided in a readable format for some responses. In some cases, only the city was provided. For those cases where home ZIP code was not provided, a ZIP code was inferred from the street address or the city.
- Respondents were asked to list their employer. In a number of cases the same employer was listed several different ways (e.g., Alameda Municipal Power, AMP, City of Alameda Municipal Power). Responses were edited so that there was a unique name for each employer.

¹ SPSS refers to Statistical Package for the Social Sciences, a software tool for analyzing surveys.

- Missing values were coded two ways:
 - Missing because question was not asked. The survey questionnaire was designed to skip over inappropriate questions. For example, if a respondent indicated that he used transit, that person was not asked the question about which conditions would cause him to consider transit.
 - Missing because of nonresponse.

3 Survey results

3.1 Work schedule

Employees were asked to provide their usual arrival and departure times at the workplace. Table 1 shows the distribution of respondents' arrival and departure times at the workplace. The modal arrival time is 8:00 – 9:00 AM and the modal departure time is 5:00 – 6:00 PM. But less than one-fourth of the respondents indicated they both arrive and leave at the modal times. A more accurate description for purposes of segmenting the commute market would be to say that nearly three-quarters of the respondents responded that they both arrive between 7:00 AM and 10:00 AM and leave between 4:00 PM and 7:00 PM (area outlined by bold rectangle in Table 1).

Table 1. Usual arrival and departure times at workplace

Time arrive at work	Time leave work					Total
	3 – 4 pm	4 – 5 pm	5 – 6 pm	6 – 7 pm	Other time	
6 – 7 am	2.6%	1.7%	1.5%	0.4%	0.9%	7.1%
7 – 8 am	1.4%	9.0%	9.3%	2.6%	1.7%	24.0%
8 – 9 am	1.1%	5.7%	22.6%	8.9%	2.6%	40.8%
9 – 10 am	0.5%	1.0%	7.8%	6.8%	2.6%	18.7%
Other time	0.4%	1.2%	0.9%	0.9%	6.0%	9.4%
Total	6.0%	18.6%	42.0%	19.5%	13.8%	100.0%

Entries indicate percent of respondents who arrive at and leave work at the indicated times; for example, 22.6% of the respondents replied that they arrive at work 8 – 9 AM and leave work 5 – 6 PM. Highlighted values indicate the modal (highest percentage) values in the table, rows, and columns. Area bordered by bold rectangle comprises combination of arrival and departure times for 73.7% of respondents.

About 58% of respondents replied that their work schedules were at least somewhat flexible (Table 2). Of those, about half indicated that they could vary their work schedule by more than 30 minutes (Table 3).

Table 2. Work hour flexibility

Work hours flexible?	%
Completely flexible	9%
Somewhat flexible	49%
Not flexible	42%
Total	100%

Table 3. Degree of work hour flexibility

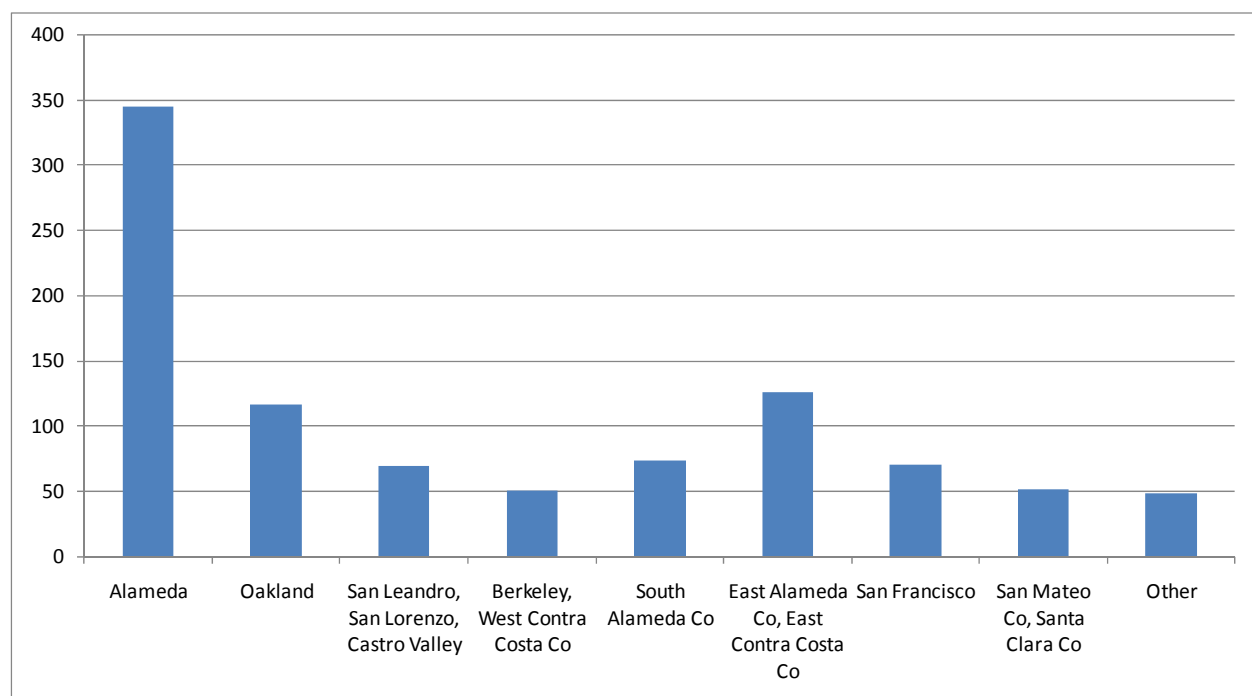
	Arrive/leave early	Arrive/leave late
15 min or less	5%	5%
16 - 30 min	16%	15%
31 - 60 min	13%	12%
More than 1 hr, but less than 2 hr	2%	2%
2 hr or more	5%	5%
Total	40%	40%

Entries indicate percent of all respondents who said they could arrive/leave early or late within the indicated number of minutes.

3.2 Home location of respondents

Figure 2 shows the number of survey responses by home location. About one-third of the respondents live in Alameda. Western Alameda and Contra Costa Counties account for about another one-third of the respondents. Fewer than 10% of the respondents live in San Francisco.

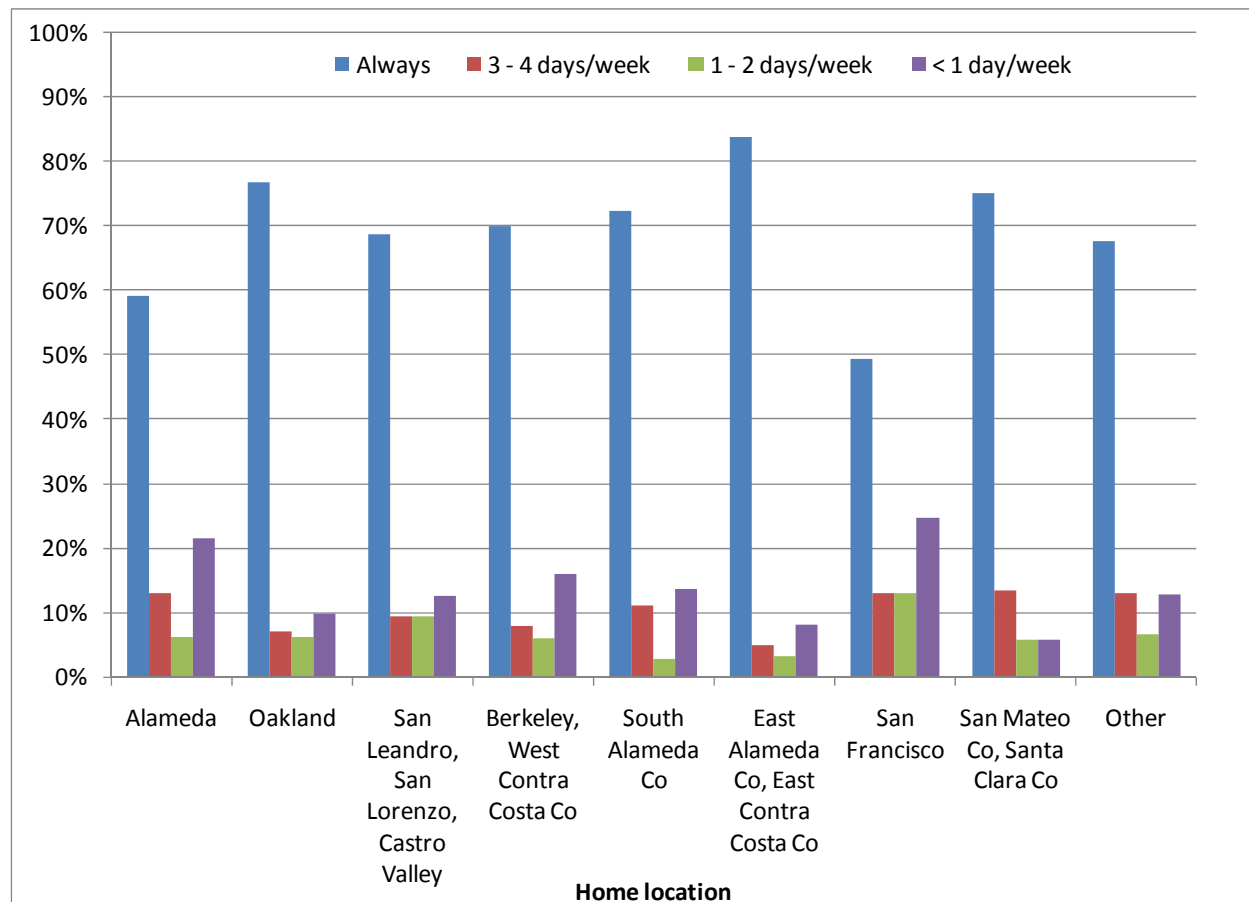
Figure 2. Number of survey responses by home location



3.3 Mode use

Figure 3 shows how frequently respondents said they drive alone to work in Alameda. Alameda and San Francisco residents are more likely to drive alone occasionally rather than all the time. Employees who live farther away indicate that they are more likely to drive alone every day.

Figure 3. Frequency of driving alone to work by home location



Respondents who did not drive alone every day were asked about their use of other modes: whether they used these modes once a week. Table 4 shows the percentage of all respondents who said they carpooled, vanpooled, rode transit, telecommuted, or bicycled to work at least once a week.¹ In aggregate, less than ten percent of all respondents said that they used alternatives to driving alone.

Table 4. Percent of all respondents who use alternative modes at least once a week

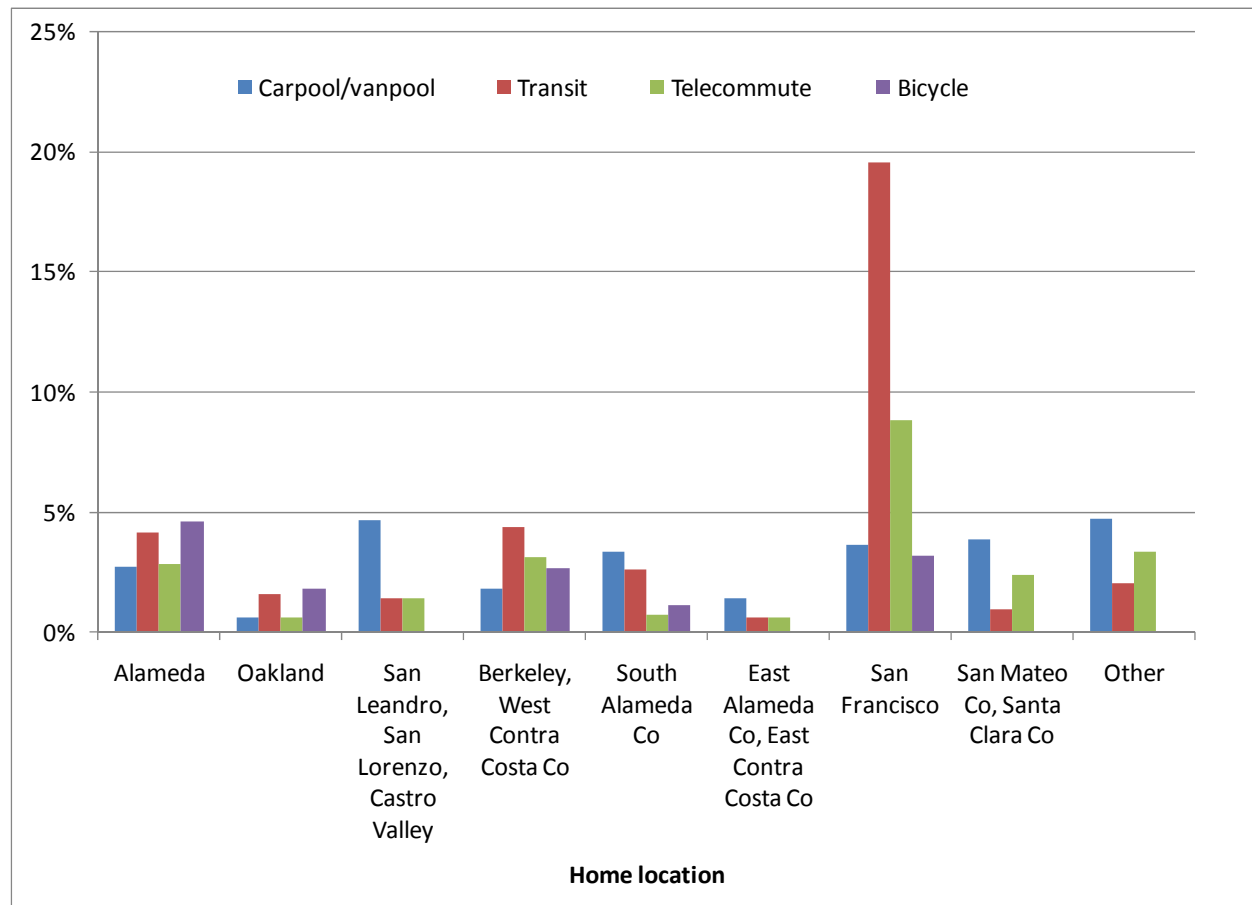
Mode	Percent
Carpool/vanpool	2.5%
Transit	3.0%
Telecommute*	2.0%
Bicycle	1.9%

*Persons were asked if they telecommuted once a *month* or more

¹ The question on telecommuting asked if the person telecommuted at least once a *month*.

Use of alternative modes varies considerably by home location. As shown in Figure 4, persons who live in San Francisco are much more likely to ride transit or telecommute to get to work. Alameda residents are more likely to bicycle than persons who live in other areas.

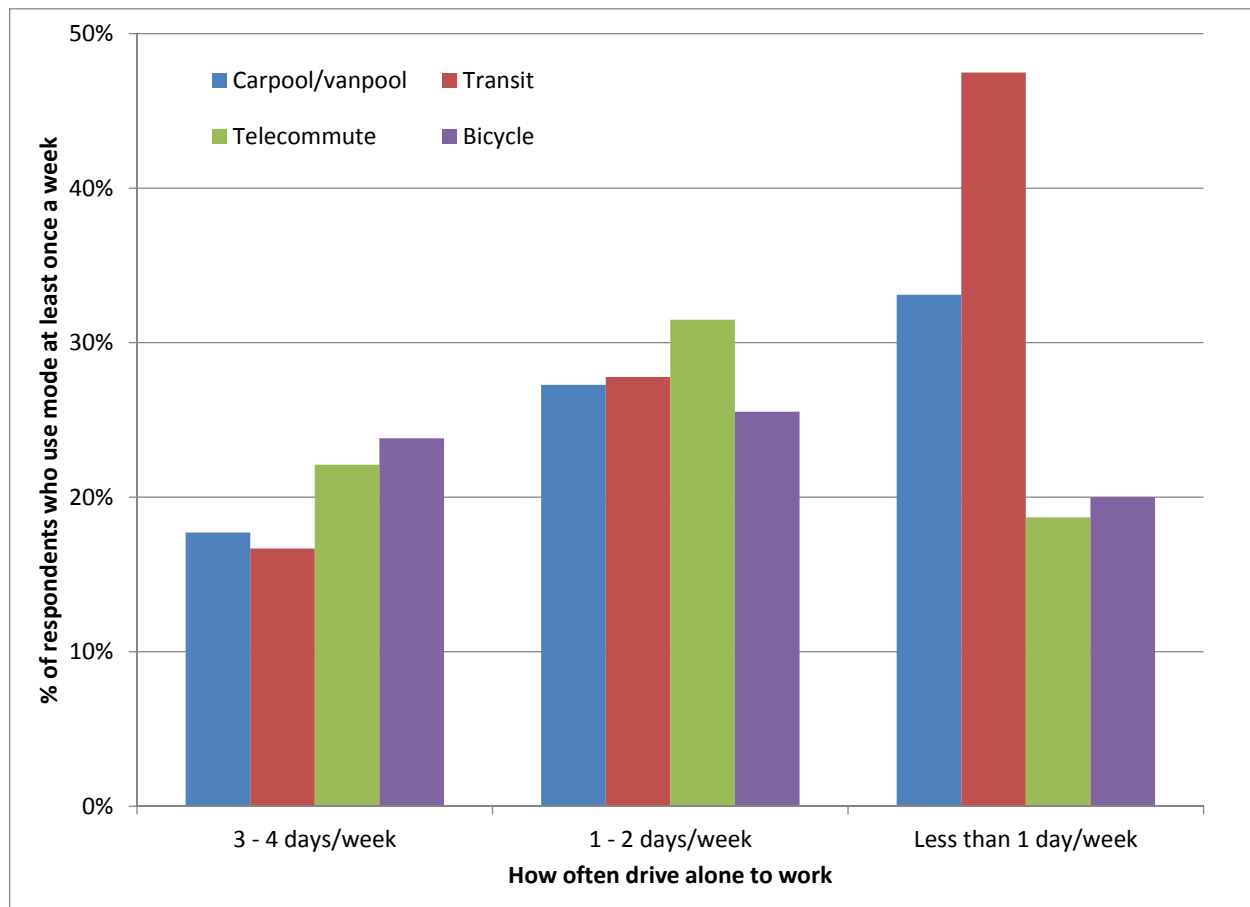
Figure 4. Use of alternatives to driving alone



Percent of all respondents who use alternative modes at least once a week (once a month for telecommuting).

Use of alternate modes is strongly related to how often employees drive to work. As shown in Figure 5, employees who drive alone 3 – 4 days a week are more likely to telecommute or bicycle at least one day a week rather than carpool/vanpool or use transit. Employees who drive alone less than once a week tend to be more likely to use transit or carpool rather than telecommute or bicycle.

Figure 5. Use of alternate modes by respondents who do not drive alone every day



3.4 Intermediate stops on the way to/from work

Respondents who said they drove alone at least once a week were asked whether they stopped on the way to or from work and for what purpose; they were also asked if these stops were usually made. As shown in Table 5, more than half of all respondents said that they make a stop on the way to or from work; most stops are for personal business.

Table 5. Percent of respondents who drive alone and who usually stop on the way to or from work

Purpose	Percent
Give ride to family member	17%
Work related	6%
Personal business	36%
Other	13%
Any purpose*	57%

Percentages for purposes do not add to percentage for “any purpose” because some respondents make stops for more than one purpose

3.5 Parking

Respondents who drove alone or carpooled/vanpooled were asked if they paid to park. Over 95% responded that they parked for free. Over 85% of respondents who parked for free park in a lot at their workplace. Most of the remainder park on the street; a small fraction (about 1%) park on the street but move the car periodically because of parking time limits.

3.6 Awareness of commute alternatives

The survey contained several questions on awareness of commute alternatives to driving alone; responses are summarized in Table 6. The responses indicate that employees are aware of transit station locations at home and work, especially BART. But nearly 4 out of 5 employees indicated that they were not aware of the Guaranteed Ride Home Program, the City Car Share Program, and the 511 RideMatch Service.

Table 6. Awareness of commute alternatives

Are you aware of ...	Yes	No
Nearest bus stops at home and work	77%	23%
Nearest BART stations at home and work	95%	5%
Nearest ferry terminals at home and work'	81%	19%
Guaranteed Ride Home Program	19%	81%
City Car Share Program	17%	83%
511 RideMatch Program	18%	82%

3.7 Household and person characteristics

Table 7 summarizes characteristics of employees and their households. Three-quarters of the respondents said they had a bicycle at home. Almost all respondents live in households with cars and have a vehicle available for their own use. And over 60% of employees live in multi-worker households.

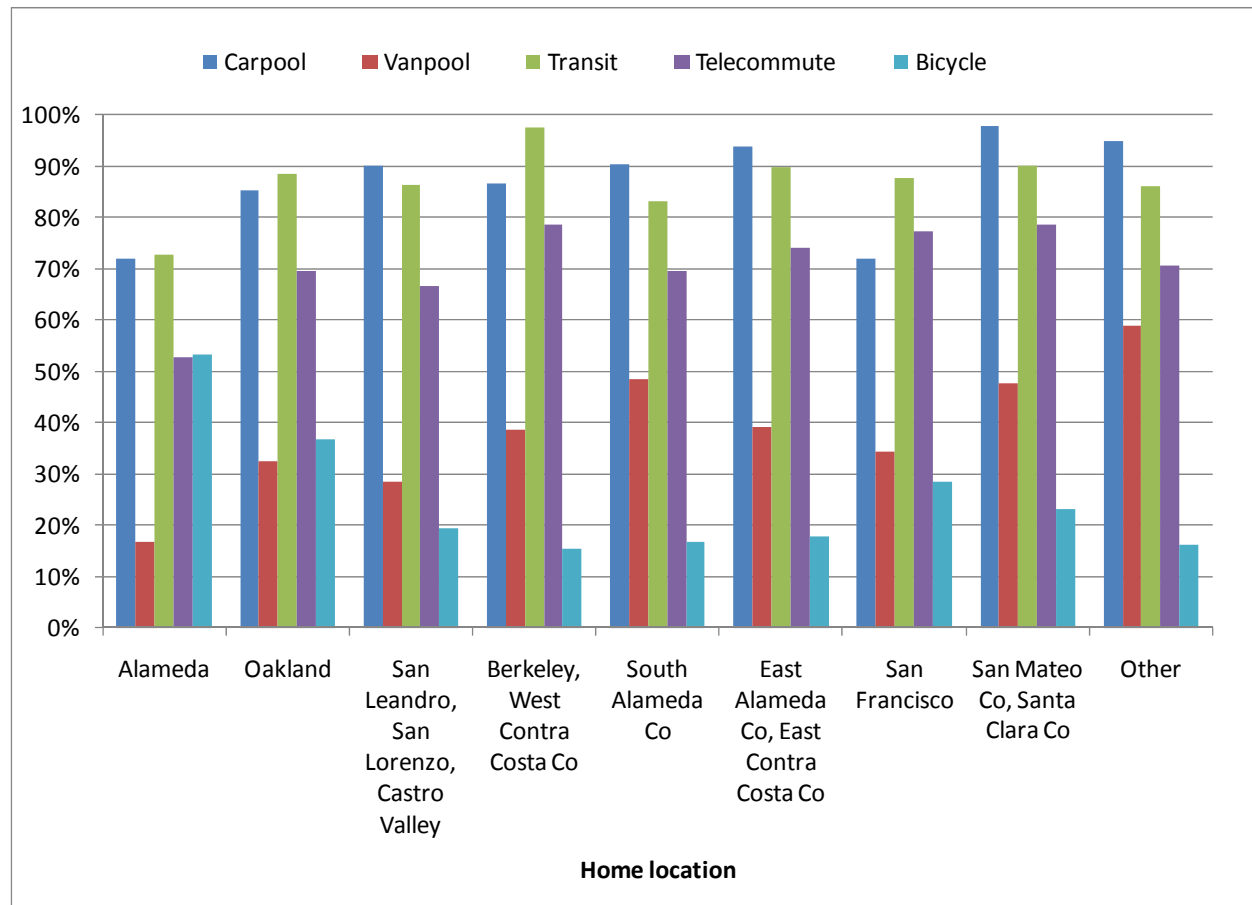
Table 7. Other household and employee characteristics

Have bicycle at home	75%
Have vehicle available for own use	93%
Age	
Under 25	2%
25 – 44	45%
45 – 64	49%
65+	3%
Number of vehicles at home	
None	3%
1	25%
2	50%
3+	22%
Number of workers in household	
1	38%
2	50%
3	8%
4+	4%
Children in household under driving age	31%

3.8 Consideration of other modes

The survey included questions on whether persons who did not use an alternative to driving alone would consider using alternative modes at least once a week. The responses, shown in Figure 6, show that most respondents were willing to consider carpooling, transit, or telecommuting. Persons who live farther away from Alameda are, in general, more likely to consider vanpooling. Residents who live closer to Alameda are, in general, more likely to consider bicycling.

Figure 6. Willingness to consider using alternative modes at least once a week



Respondents were asked to indicate under what conditions they would be willing to consider using alternative modes once a week or more. The responses are shown below in Figures 6 – 10. The responses indicate that:

- The main conditions for considering **carpooling** would be if the person could ride with someone from work with the same schedule or were easy to arrange.
- The main conditions for considering **vanpooling** would be if vanpooling were easy to arrange or if the company had a vanpool program.
- The main conditions for considering using **transit** would be if transit took less time, there were a shuttle from BART to the workplace, no transfer were required, service were more frequent, or the employer subsidized the fare.
- The main conditions for considering **telecommuting** were if the employer allowed it or if the person did not have to be at the workplace.
- The main conditions for considering **bicycling** were if the person worked closer to home, there were a shower or changing area at work, or there were secure bike parking at work.

Figure 7. Conditions under which respondents would consider carpooling once a week or more

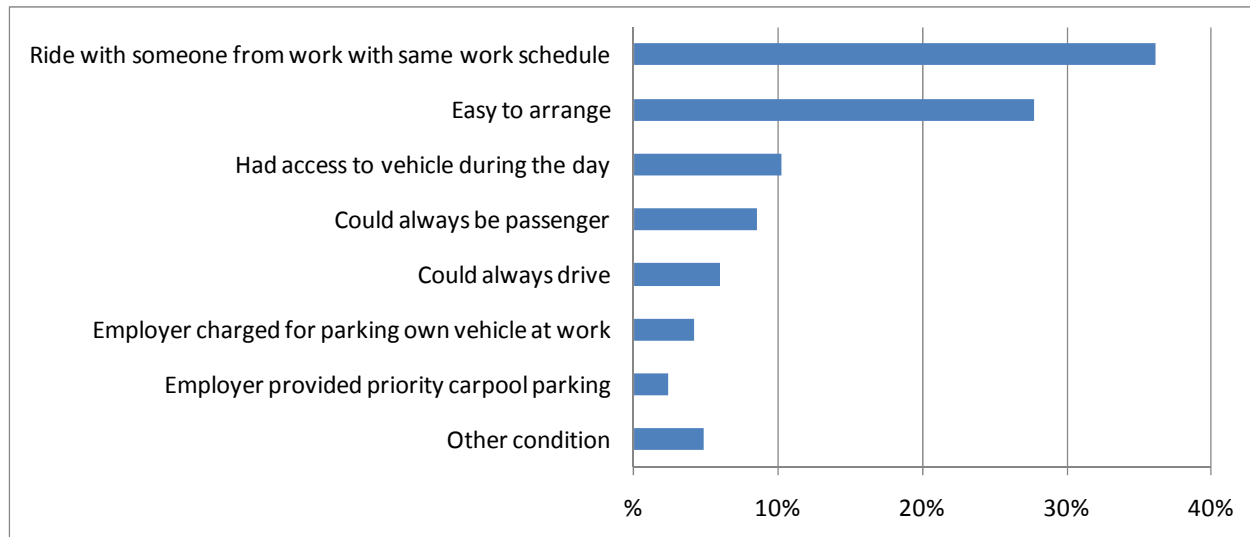


Figure 8. Conditions under which respondents would consider vanpooling once a week or more

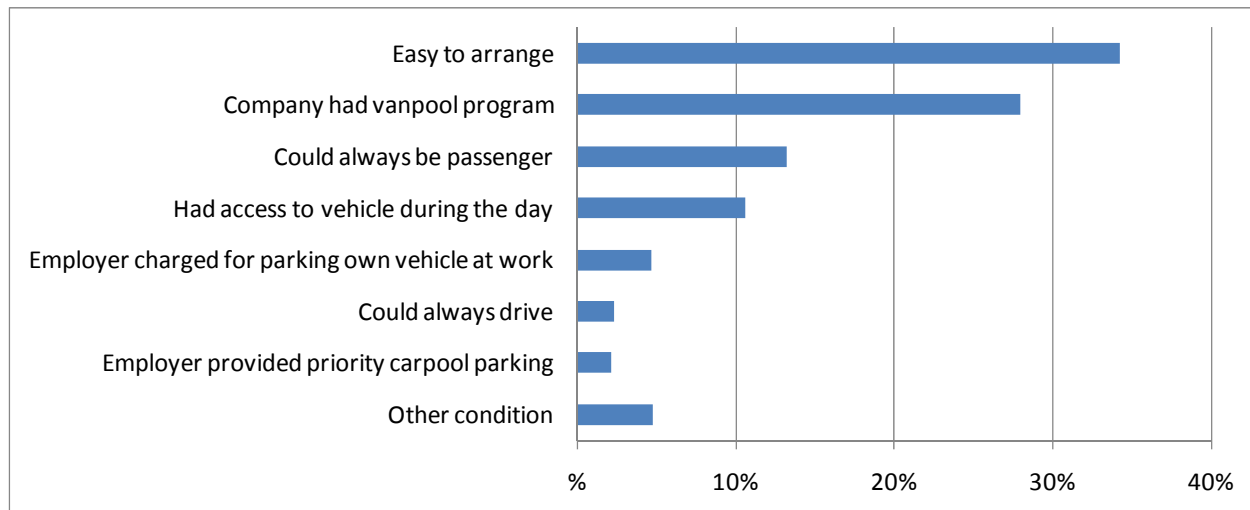


Figure 9. Conditions under which respondents would consider riding transit once a week or more

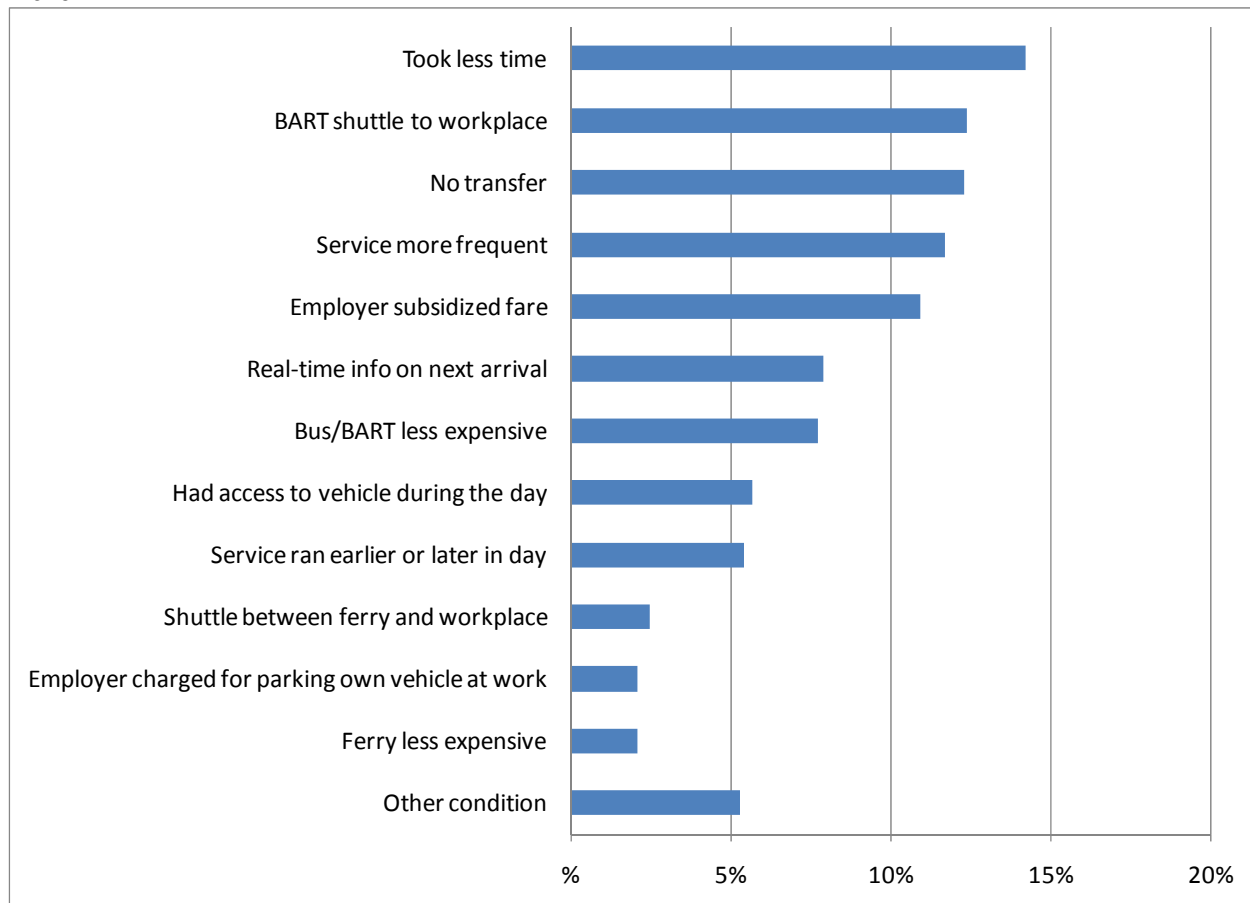


Figure 10. Conditions under which respondents would consider telecommuting once a week or more

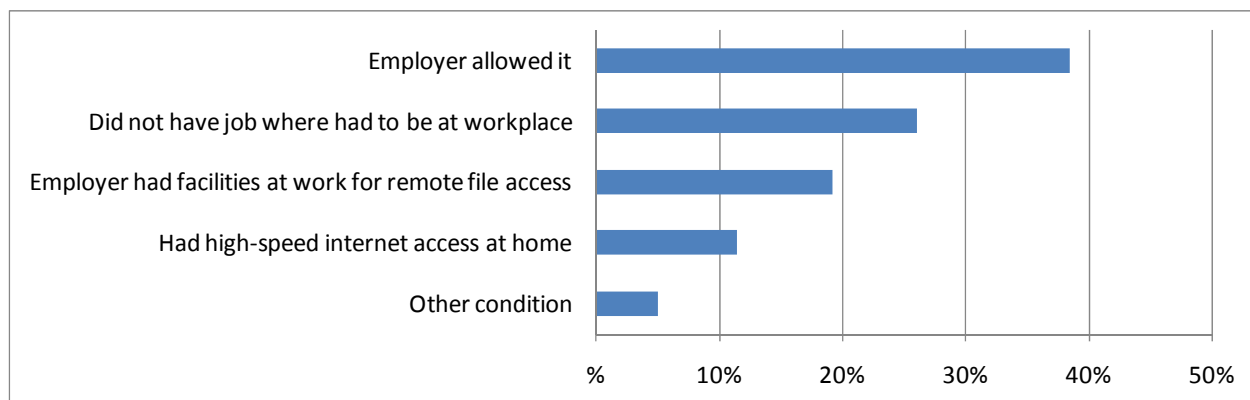
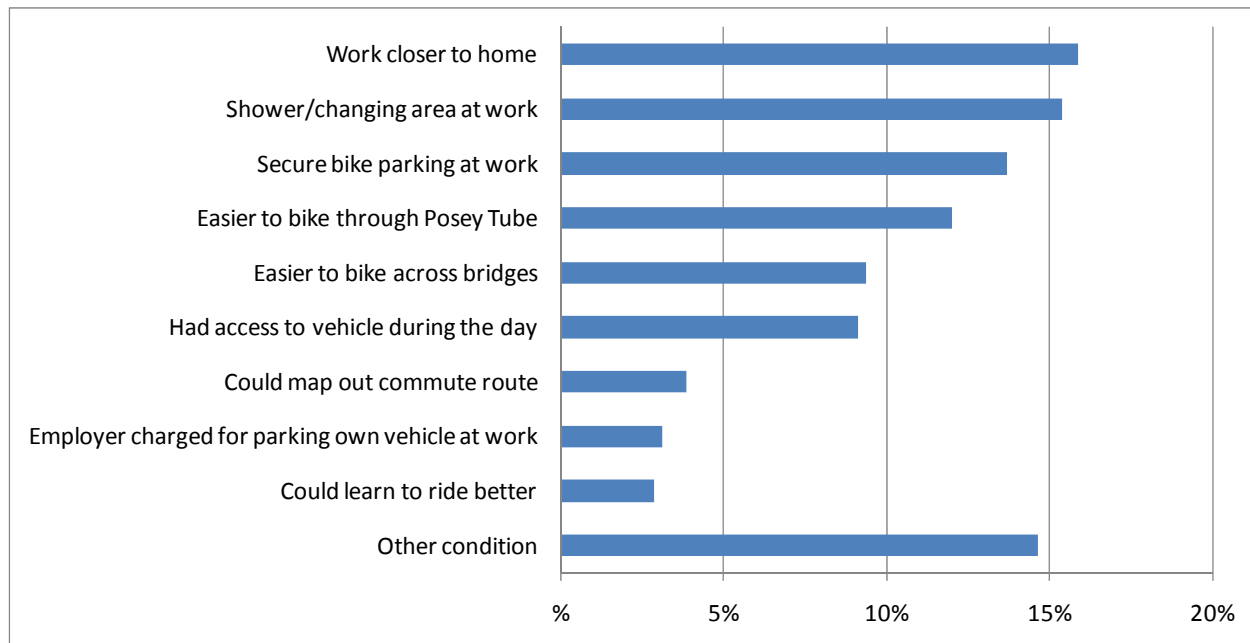


Figure 11. Conditions under which respondents would consider bicycling once a week or more



3.9 Comments

About one-third of the respondents had comments on their commute or on the survey; some comments were quite lengthy. City of Alameda staff tabulated the individual comments by category; a detailed summary of comments is presented in Appendix A. The following is a summary of the main results by category:

- **Driving.** A number of respondents commented that they needed their car to pick up or drop off someone on the way to or from work, or for other purposes during the day.
- **Carpooling.** Several respondents said their irregular work schedules make it difficult to carpool. Some others said they need their cars every day.
- **Transit**
 - *BART.* The most frequent comment about BART was that it takes too long. Few respondents said that BART was too expensive.
 - *Ferry.* Some respondents stated that they like the ferry service. Few others said they would like to see more ferry options, including longer hours of service.

- *Bus.* The main comment about the bus was that it took too long. A number of respondents wanted AC Transit to restore service on lines that were eliminated: Routes 50 and 19. More frequent service on Route 31 was suggested by some of the respondents.
 - *Harbor Bay Business Shuttle.* Several respondents expressed satisfaction with the shuttle. Others expressed a wish for longer service hours in the morning, midday, and evening. Some respondents did not know about the shuttle and would like more information.
- **Telecommuting.** A number of respondents said they would like to telecommute if their employer made it available as an option.
- **Bicycling.** The largest number of comments on bicycling were those that expressed a desire for a more bike-friendly environment, particularly through the Posey Tube. Other comments had to do with concerns relating to poor road conditions, and lack of showers at work. Several comments were made that Alameda is a great town for bicycle riding.

4 Main findings

The following is a summary of the main findings from the survey:

- **Work schedule.** The greatest percentage of respondents arrive at work between 8 and 9 AM and leave work between 5 and 6 PM. But this accounts for less than one-quarter of the respondents. About three-quarters of respondents arrive at work between 7 and 10 AM and leave work between 4 and 7 PM. Hence, TSM/TDM alternatives that would address a majority of the commute market would have to be tailored to a minimum three-hour peak period in both AM and PM.
- **Commute mode.** Most respondents drive alone to work every day except for those who live in San Francisco. Except for respondents who live in San Francisco, fewer than 5% of respondents indicated that they use alternatives to driving alone at least once a week. As the frequency of driving alone decreases the use of to driving alone increases.
- **Intermediate stops on the way to or from work.** More than half of the respondents who drive alone usually stop on the way to or from work. The most frequent purpose cited was personal business. Nearly one-fifth of the respondents said they usually stop on the way to or from work to give a ride to a family member.
- **Parking.** Over 95% of respondents who said they drive park for free. Most parking is in a lot at the workplace.
- **Awareness of commute alternatives.** Most respondents said they knew the locations of bus stops and BART stations near home and work. But over four-fifths of those responding were not aware of the Guaranteed Ride Home Program, the City Car Share Program, or the 511 RideMatch Program.

- **Household and person characteristics.** Almost all respondents live in households with at least one car; 93% said they have a vehicle available for their own use. Three-quarters have a bicycle in their household. Over three-fifths of the respondents live in multi-worker households. Nearly one-third of the respondents live in households with children under driving age.
- **Willingness to consider using other commute modes.** The majority of respondents who drive alone at least once a week indicated they were willing to consider using one or more other modes of travel for commuting. Carpooling and transit were most frequently indicated; telecommuting was also indicated frequently. More than half of those who drive alone and live in Alameda were willing to consider bicycling to work.

Appendix A

Detailed Summary of Survey Comments

The following is a detailed summary of comments as tabulated by City of Alameda staff.

Appreciation of Efforts

- Thank you! (total respondents = 22)
- Good luck! (total respondents = 1)

BART

- BART takes too long (total respondents = 10)
- BART is too expensive (total respondents = 4)
- Want BART extension to:
 - San Jose (total respondents = 2)
 - Peninsula (total respondents = 1)
 - Vallejo, Martinez and Tracy (total respondents = 1)
- BART takes longer but is less stressful (total respondents = 1)
- Want more parking at BART stations (total respondents = 1)
- Suggest using WageWorks through TriNet for tickets (total respondents = 1)
- Want a month pass for BART (total respondents = 1)
- Want BART to allow bicycles during commute times (total respondents = 1)

Bicycling

- Want more bicycle-friendly:
 - Tube (total respondents = 29)
 - Streets (total respondents = 14)
 - Bridges (total respondents = 4)
 - Parking (total respondents = 2)
 - Intersections/signals (total respondents = 1)
- Safety concerns (total respondents = 6)
 - More bicycle law awareness (total respondents = 2)
 - More enforcement of child helmet laws (total respondents = 1)
 - Want completely separate bike lanes as in Holland (total respondents = 1)
- Unpleasant in the winter/bad weather days (total respondents = 6)
- Poor road conditions (total respondents = 4)
 - Harbor Bay Parkway needs resurfacing (total respondents = 3)
- Alameda is a great town for bicycle riding (total respondents = 3)
- No showers at work building (total respondents = 2)
- Distance is too great (total respondents = 1)
- Difficult to cross Harbor Bay Parkway (total respondents = 1)
- Should encourage bicycle riding instead of cars (total respondents = 1)

- Make it cheaper compared to driving (total respondents = 1)
- Stop pushing riding bicycle to work (total respondents = 1)

Buses

- Buses take too long (total respondents = 25)
- Bring back Line 50 to/from Harbor Bay business park (total respondents = 16)
- Bring back Line 19 to/from Marina Village (total respondents = 11)
- Bus runs late – not reliable (total respondents = 11)
- Make it cheaper – less expensive than driving (total respondents = 6)
- Want more frequent Line 31 service (total respondents = 4)
- Want cross Alameda bus line (total respondents = 3)
- Want more security and to feel safer (total respondents = 3)
- Do not know bus schedule or how it works (total respondents = 2)
- Want more comfortable seats on buses (total respondents = 1)
- Want fewer stairs on the bus (total respondents = 1)
- Unpleasant in the winter (total respondents = 1)
- Want increased bus service, not decreased service (total respondents = 1)
- Want more kids to walk/bike to school, not parents driving (total respondents = 1)
- Want more convenient bus service to/from:
 - San Joaquin County (total respondents = 1)
 - Oakland and work (total respondents = 1)
 - North Berkeley (total respondents = 1)
 - Fremont (total respondents = 1)
 - Via High Street (total respondents = 1)
- 511.org was not too accommodating (total respondents = 1)
- EasyPass replacement card does not work; attempts communicating with AC Transit have been unsuccessful (total respondents = 1)
- Want more courteous and better informed drivers (total respondents = 1)
- Want better student bus between Alameda High School and Bay Farm Island (total respondents = 1)

Carpooling

- Irregular work schedule makes it difficult to carpool (total respondents = 9)
- Need car everyday making it difficult to carpool (total respondents = 4)
- Do not agree with carpool toll of \$2 (total respondents = 1)
- Want carpool lanes (total respondents = 1)
- Should encourage ride share/carpooling (total respondents = 1)
- Difficult to find a commuter living in Brentwood (total respondents = 1)

City CarShare

- Expand City CarShare to the Harbor Bay (total respondents = 2)

City of Alameda Employees

- EasyPass – Free AC Transit bus pass program
 - Appreciate EasyPass bus pass program (total respondents = 3)
 - Provide EasyPass to City public safety employees. (total respondents = 1)
 - Want EasyPass for part-time Recreation staff (total respondents = 2)
- Want improved motorcycle parking downtown (total respondents = 3)
- Want free BART pass similar to EasyPass (total respondents = 1)
- Bike parking at City Hall is not optimum (total respondents = 1)
- Want to start work at 7 a.m. Monday through Friday (total respondents = 1)
- Appreciate free parking in the parking structure (total respondents = 1)

Driving

- Need to drive due to kid drop-off/pick-up duties (total respondents = 17)
- Need personal vehicle (total respondents = 14)
- Increase the speed limit (total respondents = 5)
- Want Tube alternative if develop Alameda Point (total respondents = 4)
- Want traffic signal detection to reduce wait at red lights (total respondents = 4)
 - Eighth Street/Constitution Way (total respondents = 1)
 - Central Avenue/Central Avenue/Sherman Street (total respondents = 1)
 - Fernside Drive at Otis Drive (total respondents = 1)
- Want traffic signal synchronization (total respondents = 4)
- Fix potholes in the road (total respondents = 2)
 - Harbor Bay Parkway off Doolittle (total respondents = 1)
- Want better traffic law enforcement (total respondents = 2)
 - Amelia Earhart Elementary School (total respondents = 1)
 - Eagle Avenue at Webster Street – pedestrian right-of-way (total respondents = 1)
 - Constitution Way at Marina Village Parkway – ped ROW (total respondents = 1)
 - Webster Street at Stargell – ped ROW (total respondents = 1)
- Difficult commute with Posey Tube, especially when it closes (total respondents = 2)
- Respond quicker to accidents in the Webster/Posey Tubes (total respondents = 2)
- Want stop sign at:
 - S. Loop Road and Harbor Bay Parkway (total respondents = 1)
 - Santa Clara Avenue and Sherman Street (total respondents = 1)
 - Fewer locations (total respondents = 1)
- Want signal at:
 - Harbor Bay Parkway and B Street (total respondents = 1)
- Change the light for the merge to Webster Street from Constitution Way when leaving town so that it is not triggered red by a car which then turns right on that red, and leaves traffic stopped at the light for many seconds (total respondents = 1)

Ferry

- Ferry is great! (total respondents = 5)
- Do not know ferry schedule or how it works (total respondents = 1)
- Want more options available:
 - Harbor Bay ferry between 4:10 p.m. and 5:20 p.m. (total respondents = 1)
 - Ferry between Harbor Bay and Redwood Shores/S. San Francisco (total respondents = 2)
 - Direct ferry between Alameda and Marin (total respondents = 1)
 - Earlier arrival in the morning to Alameda (total respondents = 1)
- Ferry is expensive (total respondents = 1)
- Get both ferry companies to accept Clipper cards (total respondents = 1)
- Drop off Alameda first, THEN Oakland (total respondents = 1)

Flextime

- If we could leave at 4 pm it would be great (total respondents = 1)

Harbor Bay Business Shuttle

- Office-park supported shuttle is great (total respondents = 5)
- Want later shuttle runs (total respondents = 5)
- Want mid-day shuttle runs (total respondents = 5)
- Want more frequent shuttle runs (total respondents = 5)
- Want Harbor Bay shuttle bus to/from the Fruitvale BART (total respondents = 4)
- Want early morning shuttle runs (total respondents = 3)
- Respondent unaware of shuttle/needs more information (total respondents = 3)
- No time savings – takes longer - compared to driving (total respondents = 3)
- Want service the day after Thanksgiving and Christmas (total respondents = 2)
- Want shuttle to stop next to Harbor Bay work location (total respondents = 2)
- Want revised schedule (total respondents = 2)
 - Employees are let out of work at 3:30pm, 2 minutes after the shuttle leaves (total respondents = 1)
 - Needs to coordinate better with the early morning BART trains (total respondents = 1)
- Want more shuttles between the Harbor Bay business park and the ferry terminal (total respondents = 1)
- No money savings compared to driving (total respondents = 1)

Motorcycles

- Want more motorcycle parking spaces (total respondents = 4)

Shuttle

- Want BART shuttle (total respondents = 7)
 - Marina Village and BART (total respondents = 3)
 - Marina Village and ferry (total respondents = 2)
- Want shuttle between Park Street and Webster Street (total respondents = 1)

Telecommuting

- Would be excellent if available through my employer (total respondents = 9)

Vanpooling

- Want vanpool to/from Oakland home (total respondents = 1)

Walking

- This survey does not ask about pedestrians (total respondents = 7)
- Improve street lighting between Grand St. and Challenger Dr. (total respondents = 1)

Miscellaneous

- Want more flexible work hours (total respondents = 4)
- Want to see Pacer Pay return (total respondents = 1)
- Trucks need their own lane or must stay in the slower lane (total respondents = 1)
- Survey should have asked about electric cars (total respondents = 1)
- There are too many independent, disjointed public transportation programs, especially for south to north bay commuters (total respondents = 1)

Appendix B

Survey Questionnaire

The following pages present a copy of the questionnaire. Duplicate questions that appeared in the questionnaire due to skip patterns have been removed.

Alameda Commuter Survey - Final

1. Introduction

The City of Alameda is conducting this survey to identify strategies to improve your commute to work. The survey should take less than ten minutes to complete. We know your time is valuable. Thank you for completing the survey. *All information will be kept completely confidential.*

Alameda Commuter Survey - Final

2. Work and home locations

1. Who is your employer?

2. Where do you live?

*(Please enter your home ZIP code **OR** your nearest intersection and city.)*

3. Your work hours

1. Times you arrive at and leave work:

	HH	MM	AM/PM
At what time do you usually arrive at work?	<input type="text"/>	:	<input type="text"/> 6
At what time do you usually leave work?	<input type="text"/>	:	<input type="text"/> 6

2. Which of the following best describes your work hours?

- ☐ My work hours are completely flexible
- ☐ My work hours are somewhat flexible
- ☐ My employer requires me to be at work at a specific time

4. Work hour flexibility

1. Which of the following applies to your work hour flexibility?

Please fill in those that apply to you

I can arrive and leave **early** up to this number of minutes:

I can arrive and leave **late** up to this number of minutes:

Alameda Commuter Survey - Final

5. Your commute to and from work

1. About how many minutes does it usually take you to get from home to work?

Number of minutes:

2. Do you usually **drive alone** to work **once a week or more**?

☐ Yes

☐ No

6. Driving alone

1. How often do you usually **drive alone** to and from work?
(Please check the answer most applicable to you)

☐ Always

☐ Mostly (3 - 4 days per week)

☐ Sometimes (1 - 2 days per week)

Alameda Commuter Survey - Final

7. Do you usually stop on the way between home and work?

1. In the past week, did you **stop on the way** from home to work or from work to home for any purpose?

(Please check all that apply to you)

	From home to work	From work to home	I usually make this stop once or more per week
Pick up or drop off family member	€	€	€
Work related	€	€	€
Personal errands, shopping	€	€	€
Other purposes	€	€	€

8. Parking

1. Do you usually pay to park at work **when you drive alone?**

☐ Yes

☐ No

9. Where you pay to park

1. Where do you usually pay to park at work **when you drive alone?**

☐ I pay to park at a parking lot or garage

☐ I pay to park on the street

2. How much do you pay to park at work **when you drive alone?**

(Please enter a dollar amount.)

3. Is this amount you pay per hour, day, week, month, or year?

☐ per hour

☐ per week

☐ per year

☐ per day

☐ per month

10. Where you park

1. Where do you park at work?

(Please check the answer that best applies to you)

- ☐ At a parking lot at my workplace
- ☐ On the street
- ☐ On the street, but I have to move my car during the day

11. Carpooling/vanpooling

1. Do you usually **carpool or vanpool** to work **once a month or more**?

☐ Yes

☐ No

12. Carpooling/vanpooling (cont)

1. How often do you usually **carpool** or **vanpool** to work?

(Please check the answer most applicable to you.)

☐ **Carpool** - always

☐ **Vanpool** - always

☐ **Carpool** - mostly (3 - 4 days per week)

☐ **Vanpool** - mostly (3 - 4 days per week)

☐ **Carpool** - sometimes (1 - 2 days per week)

☐ **Vanpool** - sometimes (1 - 2 days per week)

☐ **Carpool** - occasionally (less than once a week)

☐ **Vanpool** - occasionally (less than once a week)

13. Carpooling/vanpooling (cont)

1. How many persons are in your carpool or vanpool,
including yourself?

☐ 2

☐ 4

☐ 3

☐ 5 or more

2. Which of the following best describes the persons you carpool or vanpool with?

☐ Family members

☐ Friends who are not co-workers

☐ Co-workers at my workplace

☐ Workers at a nearby workplace

Other (please specify)

3. Do you usually pay to park at work **when you carpool or vanpool?**

☐ Yes

☐ No

14. Carpooling/vanpooling parking

1. Where do you pay to park **when you carpool or vanpool to work?**

(Please check the statement that best applies to you.)

☐ I pay to park at a parking lot or garage

☐ I pay to park on the street

2. How much do you pay to park at work **when you carpool or vanpool?**

(Please enter a dollar amount.)

3. **Is this amount you pay per hour, day, week, month, or year?**

☐ per hour

☐ per week

☐ per year

☐ per day

☐ per month

15. Carpooling/vanpooling parking

1. Where do you park at work **when you carpool or vanpool?**

(Please check the answer that best applies to you.)

- ☐ At a parking lot at my workplace
- ☐ On the street
- ☐ On the street, but I have to move my car during the day

16. Carpooling

1. Are there any conditions under which you might consider **carpooling** to work **once a week or more**?

☐ Yes

☐ No

17. Carpooling (cont)

1. Under which of the following conditions might you **carpool** to work **once a week or more**?
(Please check all that apply to you.)

- ☐ I could ride with someone from my work site who had the same schedule
- ☐ Carpooling were easy to arrange
- ☐ I could always drive in the carpool
- ☐ I could always be the passenger in the carpool
- ☐ My employer provided priority parking for carpools
- ☐ I were charged to park my own vehicle at work
- ☐ I had access to a vehicle for business or personal errands during the day

Other (please specify)

	5
	6

18. Vanpooling

1. Are there any conditions under which you might consider **vanpooling** to work **once a week or more**?

☐ Yes

☐ No

19. Vanpooling (cont)

1. Under which of the following conditions might you **vanpool** to work **once a week or more**?
(Please check all that apply to you.)

- ☐ My company had a vanpool program, or subscribed to one
- ☐ Vanpooling were easy to arrange
- ☐ I could always drive
- ☐ I could always be the passenger
- ☐ My employer provided priority parking for vanpools
- ☐ I were charged to park my own vehicle at work
- ☐ I had access to a vehicle for business or personal errands during the day

Other (please specify)

	5
	6

20. Transit

1. Do you usually ride **transit** to get to work **once a week or more**?

☐ Yes

☐ No

21. Transit (cont)

1. Which of the following types of transit do you use to get to work **once a week or more?**

(Please check all that apply to you.)

	I use this	This is my usual means of transit
Bus	<input type="checkbox"/>	<input type="checkbox"/>
BART	<input type="checkbox"/>	<input type="checkbox"/>
Ferry	<input type="checkbox"/>	<input type="checkbox"/>

22. Transit (cont)

1. Are there any conditions under which you might consider riding **transit** to work **once a week or more**?

☐ Yes

☐ No

23. Transit (cont)

1. Under which of the following conditions might you ride **transit** to work **once a week or more**?
(Please check all that apply to you.)

- ☐ I didn't have to transfer
- ☐ There were a direct shuttle from BART to my workplace
- ☐ There were a direct shuttle from the ferry terminal in Alameda to my workplace
- ☐ The ferry were less expensive
- ☐ The bus or BART were less expensive
- ☐ Transit took less time
- ☐ Transit ran more frequently
- ☐ Transit ran earlier or later in the day
- ☐ I had real-time information on when the next bus, ferry or train would arrive
- ☐ I was charged to park or charged more to park
- ☐ My employer paid for some or all of my transit fare
- ☐ I had access to a vehicle for business or personal errands during the day

Other (please specify)

	5
	6

24. Telecommuting

1. Do you regularly telecommute to work once a month or more?

☐ Yes

☐ No

25. Telecommuting (cont)

1. How often do you usually **telecommute** to work?

(Please check the answer most applicable to you)

☐ Always

☐ Mostly (3 - 4 days per week)

☐ Sometimes (1 - 2 days per week)

☐ Rarely (less than once a week)

26. Telecommuting (cont)

1. Are there any conditions under which you might consider telecommuting or working at home once a week or more?

☐ Yes

☐ No

27. Telecommuting (cont)

1. Under what conditions might you **telecommute** or **work at home once a week or more**?
(Please check all that apply to you.)

- ☐ I had the type of job where I didn't have to be at my workplace
- ☐ My employer allowed it
- ☐ I had high-speed internet access at home
- ☐ My employer had facilities at work to allow me to access files from home

Other (please specify)

	5
	6

28. Bicycling

1. Do you usually **bicycle** to work **once a week or more**?

☐ Yes

☐ No

29. Bicycling (cont)

1. Are there any conditions under which you might consider bicycling to work once a week or more?

☐ Yes

☐ No

30. Bicycling (cont)

1. Under what conditions might you **bicycle** to work **once a week or more**?

(Please check all that apply to you.)

- ☐ My work were closer to my home
- ☐ It were easier to bicycle through the Posey Tube
- ☐ It were easier to bicycle across one of the bridges to Alameda
- ☐ I could learn to ride a bicycle better
- ☐ Someone could help me map out a commute route
- ☐ There were secure bicycle parking at work
- ☐ There were a shower/changing area at or near work
- ☐ I were charged to park a vehicle at work
- ☐ I had access to a vehicle for business or personal errands

Other (please specify)

	5
	6

31. Awareness of commute alternatives

We would like to know whether you are aware of other alternatives that may be available for your commute.

1. Do you know the locations of the nearest **bus stops** to your home and workplace?

☐ Yes

☐ No

2. Do you know the locations of the nearest **BART stations** to your home and workplace?

☐ Yes

☐ No

3. Do you know the locations of the nearest **ferry terminals** to your home and workplace?

☐ Yes

☐ No

32. Awareness of commute alternatives (cont)

1. Are you aware of Alameda County's **Guaranteed Ride Home Program**?

(Please check the answer that best applies to you.)

☐ **Yes.** I am registered in the program and I have used it once or more.

☐ **Yes.** I am registered in the program but I have not yet used it.

☐ **Yes.** My employer is registered in the program but I am not.

☐ **Yes.** But neither my employer nor I are registered in the program.

☐ **No.** I am not aware of it.

33. Awareness of commute alternatives (cont)

1. Are you aware of the **City CarShare Program** in the City of Alameda?

(Please check the answer that best applies to you.)

☐ **Yes.** I am registered in the program as an individual user and I have used it.

☐ **Yes.** I am registered in the program as an individual user but I have not yet used it.

☐ **Yes.** My employer is registered in the program as an individual user and I have used it.

☐ **Yes.** My employer is registered in the program as an individual user but I have not yet used it.

☐ **Yes.** But neither my employer nor I are registered in the program.

☐ **No.** I am not aware of it.

2. Are you aware of the **511 RideMatch Service**?

☐ **Yes.** I have used it.

☐ **Yes.** But I have not yet used it.

☐ **No.** I am not aware of it.

34. You and your household

1. Do you or anyone in your household have a bicycle?

☐ Yes

☐ No

2. Do you usually have a vehicle available for your own use?

☐ Yes

☐ No

3. Your age:

☐ Under 25

☐ 45 to 64

☐ 25 to 44

☐ 65 or older

35. You and your household (cont)

Your answers to the following questions will help us better understand the transportation needs of commuters to Alameda.

1. How many persons in your household work outside of the home, including yourself?

☐ 1

☐ 3

☐ 2

☐ 4 or more

2. Are there children in your household who are under driving age?

☐ Yes

☐ No

3. How many vehicles are available for members of your household to use?

☐ None

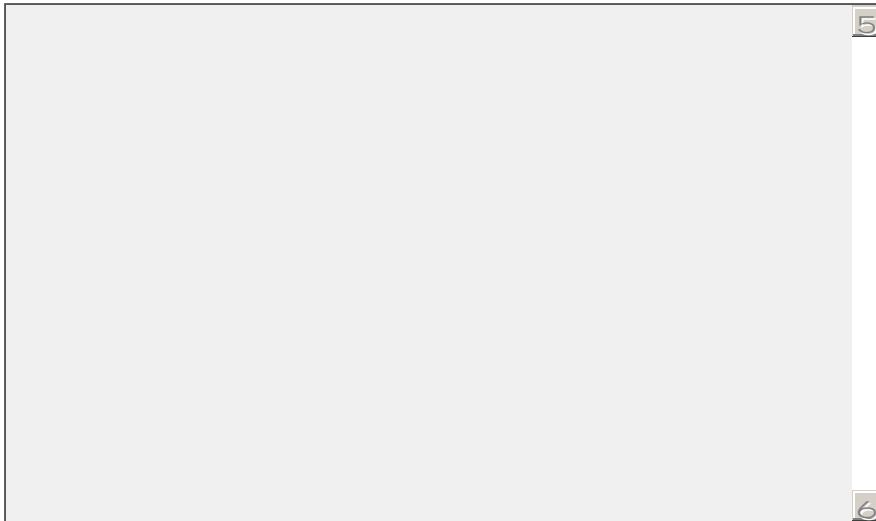
☐ 2

☐ 1

☐ 3 or more

36. **And finally ...**

1. Do you have any comments about your commute to work that might help us provide a better commute for you?



Thank you for helping us to better understand your transportation needs.

TRANSPORTATION COMMISSION

February 23, 2011

Item 4B

Discussion

“Going Forward” Community Planning Strategy for Alameda Point

BACKGROUND

In January 1996, the City of Alameda and the Alameda Reuse and Redevelopment Authority (ARRA) adopted the Naval Air Station Alameda (NAS Alameda) Community Reuse Plan (Reuse Plan), which stated that between now and the year 2020, the City of Alameda will integrate the Naval Air Station property with the City and will realize a substantial part of the Base’s potential. In 2000, the City amended the General Plan to entitle portions of the former NAS Alameda consistent with the Reuse Plan and to allow conveyance of the land and development to proceed on the portions of the base east of Main Street, currently known as Bayport and Alameda Landing. In 2003, the City amended the General Plan to address the redevelopment and reuse of the remainder of former NAS Alameda, west of Main Street (Alameda Point). In July 2007, the City entered into an Exclusive Negotiation Agreement (ENA) with the developer, SunCal Companies (SunCal), to entitle and facilitate conveyance and development of Alameda Point. In July 2010, the ENA with SunCal expired.

In September 2010, City staff initiated a planning and community engagement strategy for “going forward” at Alameda Point. The purpose and intent of the “going forward” community engagement strategy is to identify and describe a community supported, financially feasible development concept for Alameda Point. The development concept will serve as the basis for a land use and entitlement plan and conveyance agreement with the United States Navy (Navy) for Alameda Point.

DISCUSSION

Public Works Department staff will present a background of the “Going Forward” process (Attachment A), and then will request the Transportation Commission to hold a public discussion about transportation-related plans and priorities at Alameda Point using the workbook provided in Attachment B. Attachment A highlights the “Going Forward” process, which has involved a series of community forums to engage the community in creating a development concept for Alameda Point and now is involving the City’s Boards and Commissions. In preparation for the Transportation Commission meeting, staff is requesting that each Transportation Commission member complete a Community Planning Workbook Section 5 “Transportation Mobility” in advance of the meeting.

BUDGET CONSIDERATIONS/FISCAL IMPACT

None.

RECOMMENDATION

Complete the workbook Section 5, "Transportation and Mobility" and hold a public discussion to inform the "Going Forward" planning process for transportation issues. Transportation Commission members also are encouraged to fill out the other sections of the workbook according to their interest. Staff will collect all completed workbooks at the end of the public discussion.

Attachment A – “Going Forward” Community Planning Strategy for Alameda Point

BACKGROUND

In September 2010, City staff initiated a planning and community engagement strategy for “going forward” at Alameda Point. The purpose and intent of the “going forward” community engagement strategy is to identify and describe a ***community supported, financially feasible*** development concept for Alameda Point. The development concept will serve as the basis for a land use and entitlement plan and conveyance agreement with the United States Navy (Navy) for Alameda Point.

To implement the community engagement strategy, staff prepared the attached *Community Planning Workbook* (Attachment B) and designed a series of community forums to engage the community in the process of creating a development concept for Alameda Point. The workbook and the forums are designed to inform and facilitate a community discussion around a number of critically important development questions for Alameda Point. These questions are designed to highlight and focus community discussion on the **trade-offs** that may be necessary to achieve financial feasibility and fiscal neutrality. The topics highlighted in the community workbook include:

1. Land Use – What is the appropriate mix of recreational, cultural, educational, housing, service and employment uses at Alameda Point?
2. Building Types and Neighborhood Character -- What should new buildings and neighborhoods in Alameda Point look like?
3. Parks and Open Space – How should parks and open space be designed to improve the lives of all Alameda residents?
4. Historic Character, Preservation and Adaptive Reuse -- How should we honor and preserve the history of the former Naval Air Station?
5. Transportation and Access – How should people travel to and from Alameda Point?
6. Community Benefits – Which community benefits are the most important?

Fall 2010 Forums

The City held three community workshops in the fall of 2010. The content and materials presented at the three workshops located at three different locations throughout the City (i.e., East, Central and West Alameda) was identical. This format allowed residents, business owners, and other interested stakeholders from different neighborhoods to provide ideas and feedback on lessons learned and suggest new concepts for Alameda Point. The forums occurred on:

- **November 9, 2010** – East Alameda - Bay Farm Island -- Grand Pavilion
- **November 18, 2010** – Central Alameda - Mastick Senior Center
- **December 8, 2010** – West Alameda – The O’Club

The forums were well attended (approximately 70-100 participants at each forum) and discussions were animated. An on-line interactive workbook also can be completed at www.alamedapoint-goingforward.com. Staff also will be holding an Alameda Point Tenants Forum on February 8, 2011. The results of the forums will be summarized and made available to the public in March 2011.

DISCUSSION

During the months of January and February 2011, City staff is planning to shift the focus of the community engagement process from “community forums” to the City’s Boards and Commissions. Staff is requesting that the relevant Boards and Commissions with primary responsibility for planning, transportation, economic development, parks and open space, and historic preservation participate in the process at a regularly scheduled meeting.

In preparation for each meeting, staff is requesting that each Board or Commission member complete a Community Planning Workbook (either on-line or the attached hard copy) *in advance* of the meeting. At the meeting, staff requests that the Board or Commission members collectively discuss the exercise within the workbook that is most relevant to that Board or Commission’s area of expertise. Specifically, staff has scheduled discussion items with the following Boards and Commissions on:

- **January 20, 2011 – Economic Development Commission**
Complete the Land Use section of the workbook.
- **January 24, 2011 – Planning Board**
Complete the Land Use and Building Type sections of the workbook.
- **February 3, 2011 – Historic Advisory Board**
Complete the Historic Preservation sections of the workbook.
- **February 10 2011 – Recreation and Parks Commission**
Complete the parks and open space sections of the workbook.
- **February 23, 2011 – Transportation Commission**
Complete the Transportation section of the workbook.

In March, staff will publish a going-forward summary of the Fall Forums, the on-line workbook results, the Board and Commission input, and the result of the Alameda Point Tenants Forum. Through the “Going Forward” Summary, staff will create a consolidated summary of “lessons learned” and recommendations for preparing a vision for Alameda Point. Staff is hoping to have

the synthesis complete in time to present the summary to the ARRA at their March 2, 2011 meeting.

Based upon the 15 years of planning efforts that have been completed to date, the General Plan Amendment that was approved in 2003, and the most recent direction provided by the Alameda community during the “going-forward” process, staff will present for public discussion three or four alternative development concepts and potentially a preferred development concept for initial public review and discussion in April. By July, staff would like to transmit the revised development concept and alternatives to the City’s and Navy’s environmental consultants to commence the environmental review process.

Attachment B: Community Planning Workbook